

OUT OF THE ORDINARY

MEDIA IDEAS

PHILIP MORRIS MEDIA DEPT.
FEBRUARY 15, 1996

2060194679

OUT OF THE ORDINARY MEDIA IDEAS

PM MEDIA DEPARTMENT
FEBRUARY 1996

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MOBILE OOH

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Billboards 'N' Motion
Contact: Lawrence Johnson
(800) 860-2673

Description: Mobile billboard company that uses regular, glass display and 3-D billboards.

Distribution: Nationwide coverage with hubs in most major cities.

Size:

- Standard mobile billboard: Length 22'8" Height 10'1" Width 2'5", with three lights
- Display Glass vehicle: Length 17'0" Height 8'0" Width 8'
- Custom sizes available
- Sound PA systems available

Cost:

	<u>Cost/vehicle, 60 hrs/week</u>	
	1 vehicle	4 vehicles
<u>Billboard vehicle</u>		
1 week	\$4,100	\$3,506
12 weeks	\$3,350	\$2,706
52 weeks	\$3,000	\$2,256
<u>Glass display vehicle</u>		
2 weeks (min)	\$4,000	\$3,200
12 weeks	\$3,500	\$2,746
52 weeks	\$3,050	\$2,290

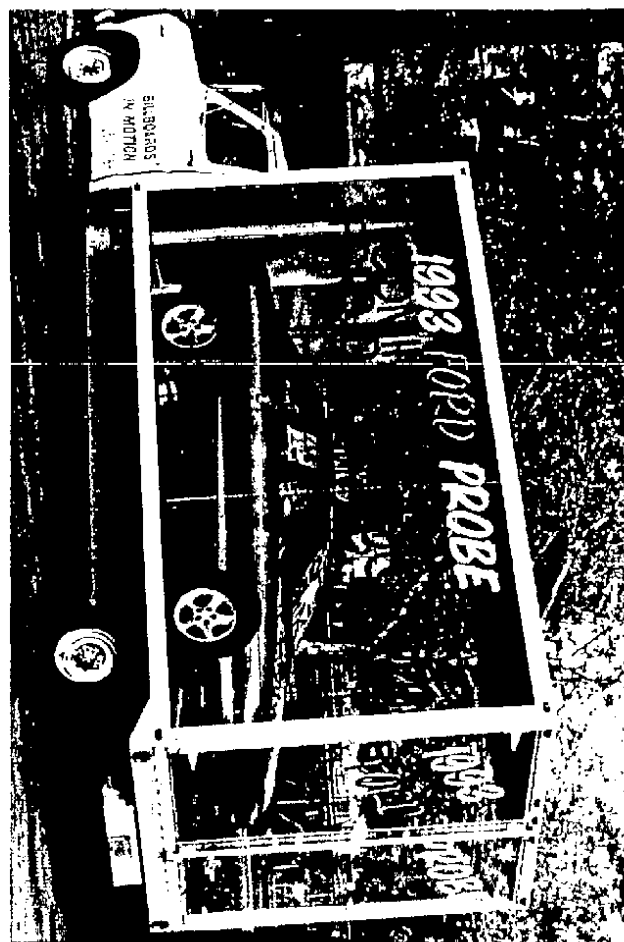
Reach/Awareness:

- Reaches people in business and housing districts where outdoor space is restricted
- 91% of people surveyed by The American Trucking Association noticed trucks displaying words or pictures

Frequency: Customized by duration of schedule.

Audience Appeal: The audience can be customized by mapping the route and scheduling during trade shows, special events, sporting events.

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PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Rolling Billboards of America - Ad-A-Flap
Ken Dobos; Executive Director
(216) 779-3217

Description: Print advertising on the splash guards of tractor trailers.

Distribution: Nationally, due to the distances traveled by truckers annually.

Size: Standard reflective flap size is approximately 3' x 3', appears at a motorist's eye level

Cost:

	12 month, 200 vehicle buy	
	<u>Per Day</u>	<u>Total Buy</u>
Reflective	\$0.82	\$60,000
Non-reflective	\$0.72	\$53,000

Reach/Interesting Facts:

- Average trucker drives in excess of 100,000 miles per year
- Reports indicate that 101 visual impressions were made per mile during daylight hours, which could be as many as 10 million impressions in one year
- The back of the flap facing the tires picks up the dirt, so it gets much dirtier than the ad side

Audience Appeal: Adult travelers.

2060194685


DAYS INN
1-800-325-2525

DRIVE SAFELY

V-8650F



DRIVE SAFELY



DRIVE SAFELY

2060194686

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

FullVision Media
Ronald Blau, President
(602) 314-1424

Description: Advertising on back windows of cabs and sides of glass office buildings.

Distribution: Major markets include: New York, Phoenix, Los Angeles, Denver, Seattle, Orlando, Miami, Louisville, Detroit, St. Louis, Buffalo, Albany, Boston and Dallas. Houston, San Antonio, and Chicago markets are forthcoming. Will acquire contracts with local cab company if a specific city is desired.

Size: Standard window size is approximately 14" x 45".

Cost:

<u>Cost per month per vehicle (prices vary by city)</u>		
<u>% of city's cabs</u>	<u>4 months</u>	<u>12 months</u>
25%	\$92	\$80
50%	\$86	\$74
100%	\$80	\$68

- plus \$30 production for each sign
- 25% of available cabs in NY = 1,000 cabs
- 25% of available cabs in Denver = 163 cabs

Reach: Typical cab drives an average of 300 miles per day, providing 10,000 impressions per day.

Audience Appeal: Business person and "on-the-go" consumer.

2060194687

New Revenue Source ... Mobile Media

With CLEAR FOCUS One Way Vision film, your taxi rear window can now perform a new function... Generate Advertising Revenue.

Advertisement is placed on a clear pane and is clipped into the rear window. It's that easy. Drivers have full rear view visibility thru the film.

This patented product allows for simple, quick installation and removal. Art work and assembly is done off site so the vehicle is out of service for only a couple of minutes during installation. No revenue generating time is lost.

Features and Benefits:

- Convenient and quick installation
- Versatile and dramatic applications
- Compatible with window defrost system
- Car wash safe
- Decreases sun intensity and fabric damage in vehicle
- Deflects rear headlight glare
- Lowers interior temperature
- Places advertisement at optimum eye level

Now You See It...



Now You See Thru It™



VISION
Media

FOR MORE INFO

1-800-277-1111
1-800-277-1111
1-800-277-1111

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2060194688

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Die Cut Bus Panels/TDI Inc.

Contact: Kenny Pober
(212) -599-1100

Description: Bus King Panels with Die Cut Extensions

Distribution: Chicago only market excepting Tobacco to date.
Others being researched

Size: Standard Bus King (30" x 144")
Maximum Extension (18" x 18") ma

Cost:* Standard Bus King (\$245/panel/Mth)
Extension additional 10%

Audience: Mass Appeal

*Does not include production

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PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

DC Sales, Inc. - Moving Billboards
Contact: Gordon Grahame
(203) 792-1033

Description: Tour buses transformed into moving billboards by completely covering with vinyl murals. Windows are covered with the vinyl, without impairing the vision of the passengers. Buses can be chartered for trade shows and special promotions. These tour coaches can be equipped with many amenities. Double decker, shuttles, trolleys and passenger buses available.

Distribution: Major markets: New York, Las Vegas, Boston, Atlanta, Chicago, and Los Angeles. Access to other markets if requested.

Size: Passenger bus is 40'. shuttle buses are 24'.

Cost:

Cost per vehicle, per month

<u>City</u>	<u>Vehicle</u>	<u>Qty. Avail.</u>	<u>3 months</u>	<u>12 months</u>
New York	Double Decker	12	\$17,000	\$9,000
	24' Shuttle	36	\$12,000	\$6,000
	40' Passenger	20	\$14,000	\$7,000
	Trolley	15	\$12,000	\$6,000
Chicago	40' Passenger	20	\$14,000	\$7,000
	24' Shuttle	20	\$12,000	\$6,000

Reach: Largest markets such as Los Angeles, generate 4 million impressions monthly. Smaller cities average about 2.5 million impressions per month.

Frequency: Tour buses ride 8-12 hours per day, 7 days per week.

Audience Appeal: Business people, shoppers and travelers in downtown areas.

2060194691

The Moving Billboard



Creative Advertising

Be a big wheel and promote a special event with D.C. Sales bus graphics. Millions of impressions in all major U.S. markets can be accomplished with our rotating billboards. Sports teams, special events, customer products and services can all be presented on new outdoor advertising media.

Quality Production

Photographic reproduction of your clients products or services is achieved without any obstruction to passenger viewing. Exciting process graphics depict in recognition and everlasting customer remembrance. Show them long, our graphics work even in inclement weather.



Professional Installation & Removal

Our experts apply pressure sensitive material to any and all bus substrates, anywhere in the U.S. Professionals can apply and remove bus graphics to a bus or model coach.

For further information about our products and

DC
Sales

34 East Gate Rd.
Danbury, CT 06811
Decal Graphic Specialists

CT 203-792-3917
CT 203-438-8679
Fax 203-790-6527

2060194692

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

J&B Media Networks, Inc. - Chicago Motor Coach

Contact: Bob Hoelterhoff; President

(312) 670-9120

Description: Advertising on double decker tour buses.

Distribution: Downtown Chicago.

Size: Varies upon portion of the bus.

Cost:

<u>Size</u>	<u>Per Month</u>	<u>One week Trade Show</u>
Entire bus	\$10,000	NA
Grand Flex 10' x 25'	\$ 6,000	\$4,000
Flex 9' x 20'	\$ 5,000	\$3,000
Tailgate Flex 6' x 9' back of bus	\$ 3,500	\$2,500
Deluxe 2' x 28' per side	\$ 3,000	\$2,000
King 2' x 16' per side	\$ 2,500	\$1,500
Queen 2' x 8' per side	\$ 1,500	\$1,000

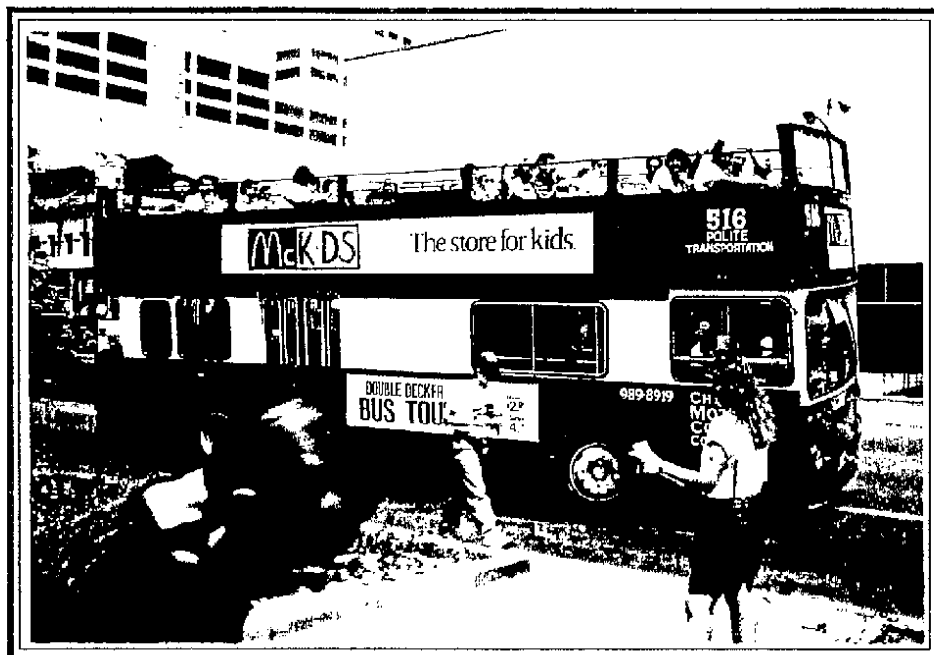
Reach: 10 round trips can produce up to 750,000 impressions daily.

Audience Appeal:

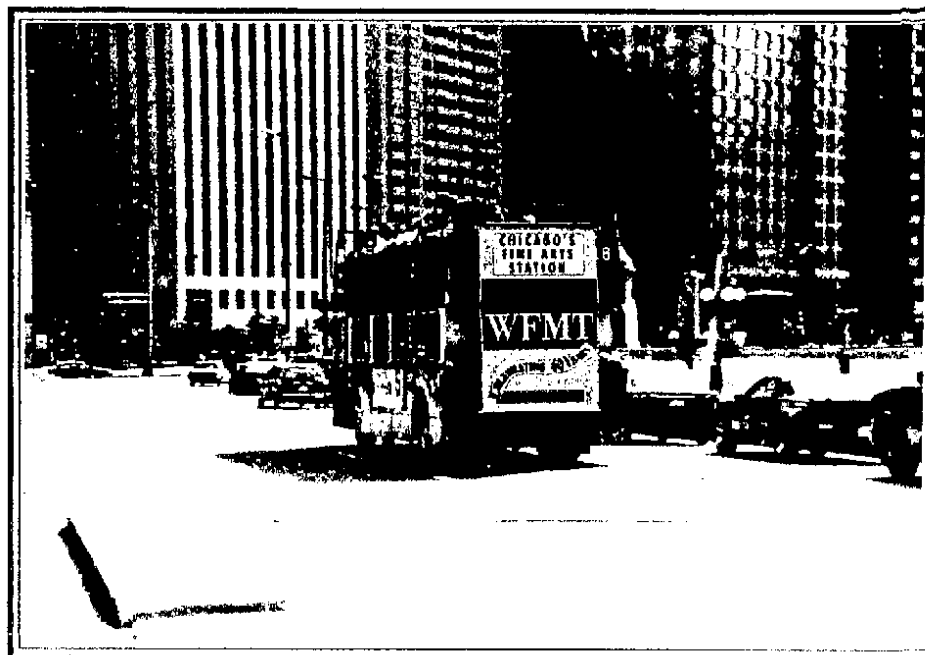
- Chicago tourists, residents and business people
- Available to use during specific trade shows/conventions on a one week basis

2060194693

CHICAGO MOTOR COACH MARKETING ADVERTISER OPTIONS



1. KING (McDonald's); QUEEN (Bus Tour); FRONT (McDonald's)



2. TAILGATE FLEX (WFMT)



3. FLEX (102FM)



4. FULL BUS PAINTING (NANCY DREW)

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Double Decker Buses via Direct Connect

**Contact: Mark Geden
(617) 843-2112**

Description: Vinyl Wrapped Double Decker Tour Buses In Manhattan

Distribution: Manhattan
7 Days/week
10 Hours per day

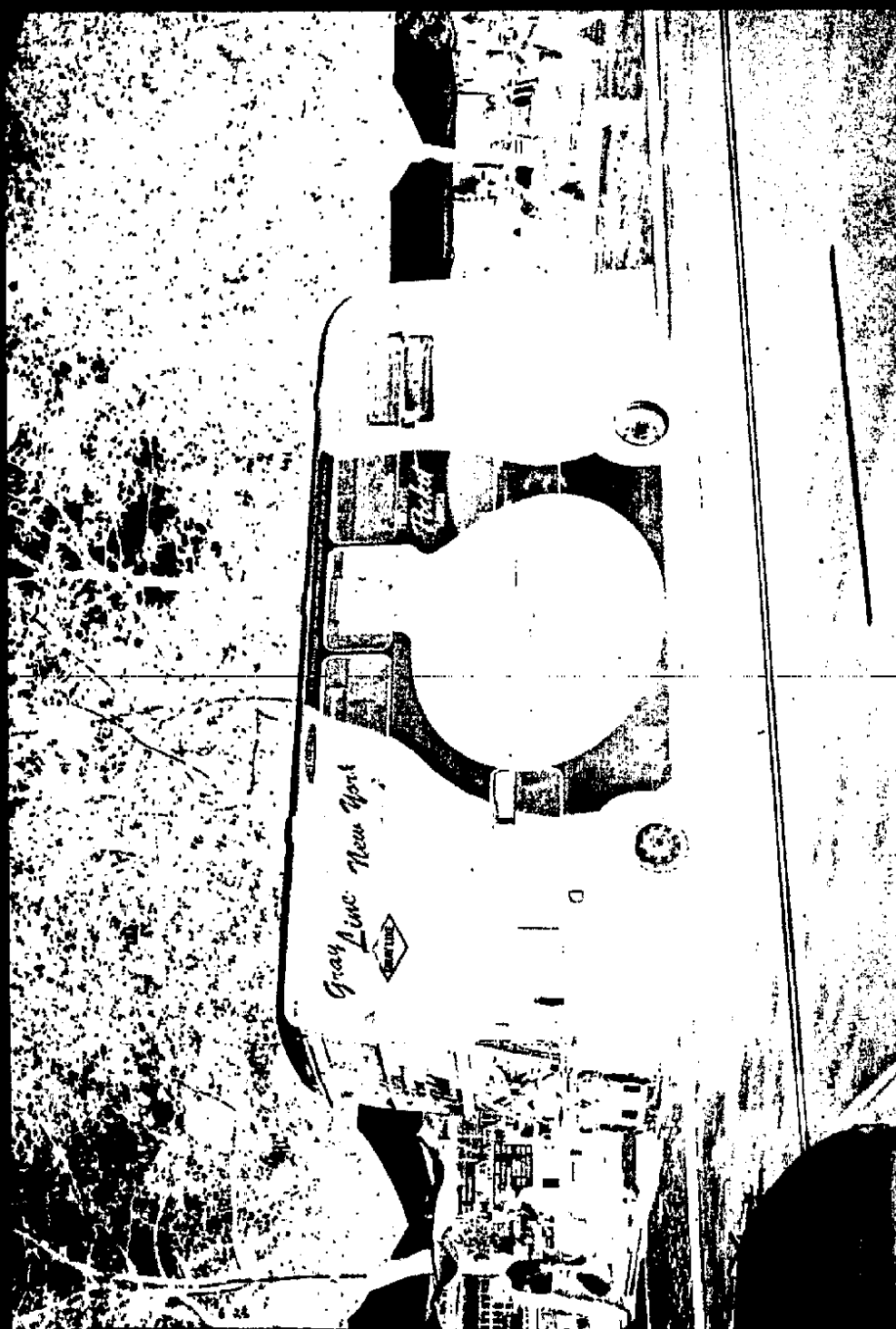
Size: Fully Wrapped Double Decker Buses

Cost:* \$10,000/mth
\$12,500/mth for Production

Audience: Mass appeal-Advertiser has choice of Uptown, Downtown Tourist attractions or both

*Rate Card

2060194695



PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

TDI, Inc. - Fully Wrapped Bus
Contact: Lisa Houk, Senior Account Director
(312) 280-8831

Description: Public transportation buses transformed into moving billboards by putting a flex decal around the bus. Windows appear to be covered with WindowGraphics, but passengers can see through the window.

Distribution: Currently in 18 major markets across the nation.

Size: Standard passenger bus size is 40'.

Cost: Monthly cost varies by city

- Los Angeles: \$7,150 per bus
- Toledo: \$1,650 per bus
- Production: \$8,000 to \$15,000 per bus, depending on the creative

Reach: Largest markets such as Los Angeles, generates 4 million impressions monthly. Smaller cities average about 2.5 million impressions per month.

Audience Appeal: Business people, shoppers and travelers in downtown areas.

2060194697

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Aviad Skyboards

Contact: Wayne Mansfield; President
(800) 223-7425

Description: Airplane trailers.

Distribution: Since 1950, Aviad has developed its network across both eastern and western Europe in addition to nationwide coverage of the U.S. and Canada.

Size: Super Skyboard is 31.5'H x 100'W (3,150 total sq. ft.) Other shapes and sizes can be customized for the client. In addition, the client has the option of either custom hand painted or computer generated boards.

Cost: There are two components to the cost of an airborne advertising campaign -- production cost and flight time.

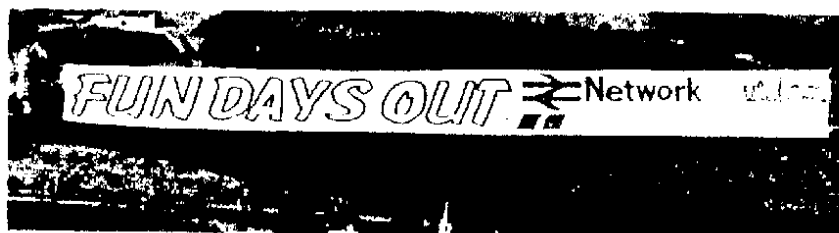
Production costs for customized requests are based upon the size of the Skyboard measured in square feet. Net cost per square foot for hand painted is \$2.50, computer painting is \$4.50. Discounts are available when multiple boards are purchased.

Flight time rates are based upon a five hour day at \$2,975. (\$595 per hour) Discounts are negotiated based on volume.

Frequency: Varies with flight time/path.

Audience Appeal: College students (spring break), sports fans, major city dwellers.

2060194698



USA: (508) 687 4550

London: (071) 357 8005



Making your ideas fly - around the world

INSTORE

2060194700

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

C-Store Advertising/Elle Media

Contact: Bob Johnson
(312) -254-4400

- Description:** Framed 2-sheet or 1-sheet Posters placed on exterior of Convenience stores in close proximity to entrance.
- Distribution:** Existing Network; 7,000+ stores concentrated in 25 Markets
Custom adaptation available based on individual Brands needs.
- Size:** 2-Sheet (60" x 45')
1-Sheet (30" x 45")
- Cost:** 2-Sheet \$100/store not including production
1-Sheet \$90/store
- Audience:** Consumer research has confirmed that the convenience store's most frequent customer can be characterized as a younger male in a blue collar occupation who smokes.

2060194701



PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

C-Store Media, Inc. - Point of sale
Contact: Chester Richman; President
(212) -593-4900

Description: Signs in convenience stores, suspended from ceiling

Distribution: 9,100 stores across U.S.: Circle K, Port Stores, N.C.S. Right Stuff
Diary Mart, Mr. Grocer, Munford, Mr. B's, Pantry Stores, Starvin
Marving and SM Stores

Size: Overall (18 7/18" x 40")
Live (18 1/8" x 39 1/4")

Cost:	# of Months	Per Face/Mth
	12	\$100.00
	9	102.50
	6	105.00
	3	107.50

Audience: Consumer research has confirmed that the convenience store's
most frequent customer can be characterized as a younger male in
a blue collar occupation who smokes.

2060194703

CONVENIENCE STORE MEDIA, INC.

TRIGGERS IMPULSE BUYING



GUARANTEED:

- Dominent Brand Presence
24 hours a day
- Category Exclusivity
- P.O.P Impact
- Strategic Positioning
(above the clutter)
- Market By Market Coverage
- Reinforcement of Ad Recall

240,000,000 shoppers per month in 8227 Stores

2060194704

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Time, Inc. In-Store Marketing - Media One Displays
Contact: Kathleen Riordan, Senior Account Director
(212) 522-9376

Description: Back-lit ads, headercards, and tearpads placed at supermarket checkouts.

Distribution: 5,400 stores nationally (4,400 accept tobacco). Key retail accounts include 6 of the top 10 supermarket chains.

Size: Back-lit ad is 10" x 13". Headercard is 13 1/4" x 5 1/2"

Cost: Philip Morris negotiated rates: \$32 per store for a back-lit ad, \$6 for takeone or tearpad.

Frequency/Interesting Facts:

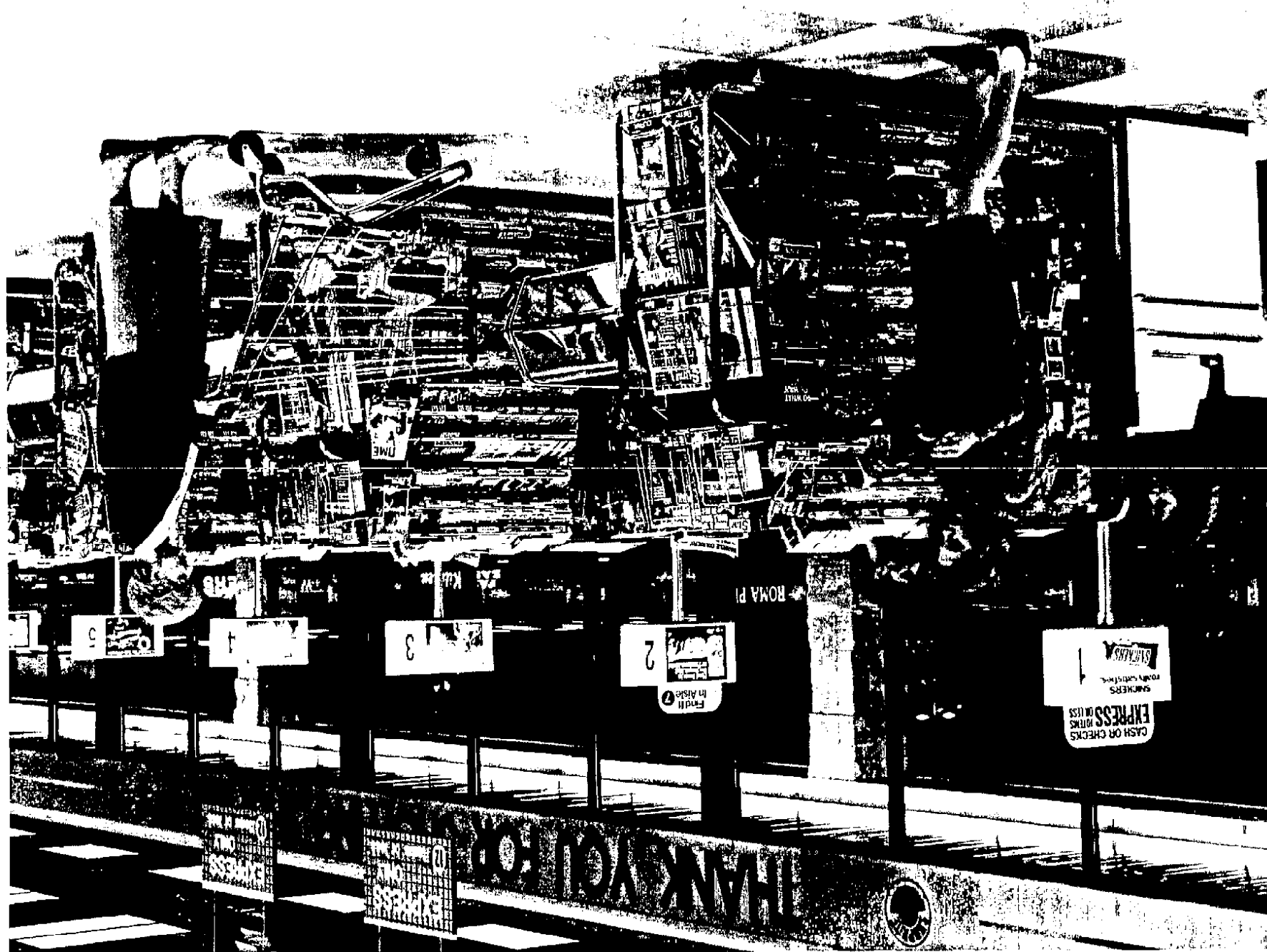
- Typical shopper averages 9 trips per month
- 100% of all shoppers pass through the checkout
- Average wait on line at a checkout is 5 minutes

Audience Appeal: Adults (predominantly female), principal shopper in households with income of \$35,000 or more.

2060194705



2060194707



PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

TDI - Superclocks

Contact: Lisa A. Houk; National Account Executive
(312) 280-7829

Description: Illuminated display combining backlight advertising message on the face of large clocks placed in grocery stores.

Distribution: Not currently being used by any advertisers, but available nationwide in 3,236 stores. Positioned at checkout.

Size: 1.5' x 5' backlit illuminated display affixed to a 2' clock.

Cost: Approximately \$250 per clock, plus \$300 for production per clock.

Impact: Superclocks impact consumers where they shop, where over 60% of their buying decisions are made. Placed in high traffic areas, where time information is needed.

Audience Appeal: Adult, principal shoppers, primarily female, large city dwellers.

2060194708



2060194710

PLACED BASED IDEAS

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

3M Media - Interstate Media

Contact: Damin Hall, National Advertising Representative
(708) 496-7572

Description: Signs throughout interstate travel plazas.

Distribution: Travel plazas are dispersed across the entire United States covering America's 43,000 mile interstate system. There are approximately 700 travel centers nationwide and 900 including Canada. Travel centers are established in highest traffic areas.

Size:

Interstate Posters	25" x 28"
PhoneFacts	8 1/2" x 11"
Brite-Lites	24" x 30" vertical & 30" x 24" horizontal

Costs:

	# of Frames	Per Panel Rates Per Month		
		2-5 Months	6-11 Months	12-24 Months
Interstate Poster	10-99	\$153	\$130	\$119
	100-199	\$147	\$124	\$113
	400-600	\$119	\$108	\$96
PhoneFacts	20-49	\$43	\$38	\$33
	250-999	\$37	\$32	\$27
	2,000 & up	\$35	\$30	\$25
Brite-Lites	50-99	\$350	\$325	\$300
	100-149	\$300	\$275	\$250
	200-500	\$200	\$175	\$150

Reach/Interesting Facts:

- Over 65 million adults travel interstate per year.
- About 85% of professional drivers report having influence over which travel centers they visit; they are typically looking for amenities such as: phone, food, drink or rest.
- Travel centers have the third highest volume of long distance phone calls.

Audience Appeal: Long distance travelers include: experienced travelers, family vacationers, business travelers and the professional driver.

2060194711

Reaching America's Professional Drivers at their Second Home

Travel Centers - the Professional Driver's "Second Home"

Today's travel centers are becoming the shopping center, financial institution and business center for the professional over-the-road driver. Professional drivers utilize the travel center as their "second home." Not only do they depend on travel centers for fuel, food, rest and information, they rely on these centers to catch up on everyday business, call home or call their dispatch office for information, directions and messages.

Professional drivers have an average trip length of 4.38 days and spend 22 nights per month on the road. With an annual trip log of 111,000 miles, it's no surprise that more and more professional drivers are visiting and spending time at America's travel centers.

Interstate Posters - Reaching the Professional Driver

3M Interstate Media displays with "take-one" literature are the perfect advertising vehicle to target and reach this lucrative audience. By providing "take-one" literature, you have double the opportunity at displaying and informing professional drivers of your advertising message.

Interstate Posters are full-color, 25" x 38" lithographs mounted in a handsome, durable frame. A see-through acrylic rack at the base holds the information literature. Interstate posters are located in key areas of the travel center, such as the trucker's lounge area, offering the best possible viewing and readership.

3M - Innovative Solutions Through Out-of-Home Communications

With coverage in more than 900 travel centers across the U.S. and Canada, 3M is the leading supplier in travel center advertising in North America. 3M's vast network allows advertisers to customize their media plan by city, state, interstate or nationwide. 3M also offers advertising opportunities through outdoor, mall and in-store advertising.

For more information on how Interstate Posters can send your advertising message to the professional driver at his second home, contact your Interstate Media representative at (800) 835-3665.



2060194712

Interstate Posters

Interstate Media
National Advertising Company
6850 South Harlem Avenue
Bedford Park, IL 60501
(800) 835-3665

Printed on 50% recycled
waste paper, including 10%
post-consumer waste paper.
© 3M 1994 Printed in U.S.A.

3M Media

The Long Distance Traveler's #1 Source for Information

Travel Centers - the Interstate's Convenience Store

Today's travel center has become the Interstate's Convenience Store...offering everything from fuel and food to private showers, exercise rooms, laundry facilities.....the list goes on and on. Travel centers have evolved from truck stops to shopping centers for interstate travelers as well as local patrons.

More than 65 million adults travel America's 43,000 mile interstate system each year, spending an estimated \$100 billion annually. Reaching the long distance traveler with general awareness or detailed product information is not easily accomplished with traditional media. If you would like the opportunity to reach this large, fast-growing audience, 3M has the vehicle for you.

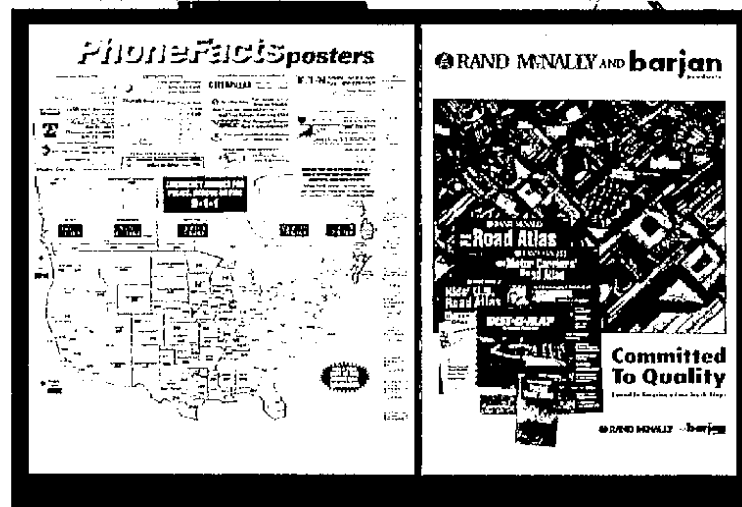
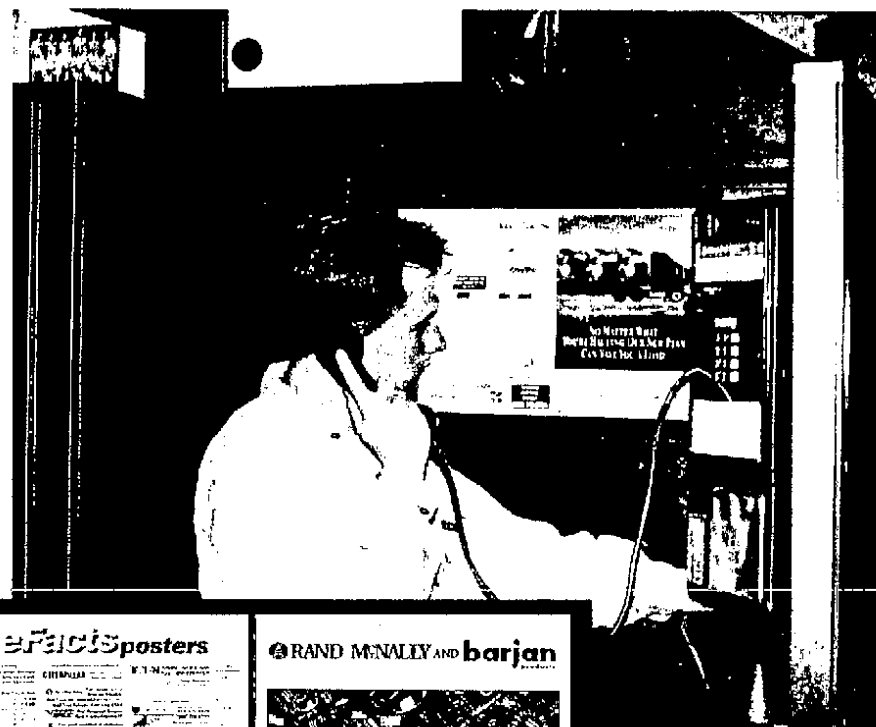
Reaching the Long Distance Traveler Over the Phone

PhoneFacts posters combine a full-color 8 1/2"x11" magazine-quality advertisement along with instant access to travel center phone numbers and extensions, plus important national phone numbers, area codes, time zones and much more.

PhoneFacts posters are located next to pay phones in America's travel centers. Travel centers have the third highest volume of long distance phone calls, surpassed only by hotels and airports. Each poster is displayed in an attractive acrylic frame providing constant exposure of your advertising message. What better way to reach today's long distance traveler than with PhoneFacts.

3M - Innovative Solutions Through Out-of-Home Communications

3M offers the largest North American network to reach the long distance traveler. With coverage in more than 900 travel centers across the U.S. and Canada, 3M is the leading supplier in travel center advertising. 3M's vast network allows advertisers to customize their media plan by city, state, interstate or nationwide. 3M also offers advertising opportunities through outdoor, mall and in-store advertising. For more information on how PhoneFacts can provide your customers with the information they need, contact your Interstate Media representative at (800) 835-3665.



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PhoneFacts

Interstate Media
National Advertising Company

6850 South Harlem Avenue
Bedford Park, IL 60501
(800) 835-3665

Printed on 50% recycled
waste paper, including 10%
post-consumer waste paper.
© 3M 1994 Printed in U.S.A.

3M Media

The Brilliant Vehicle Reaching Today's Long Distance Traveler

A Bright Opportunity to Reach Today's Mobile Audience

Today's travel centers have become the travelers' home away from home. No longer do travel centers only offer fuel and food. With all of the products and services available, travelers depend on travel centers for everything... from convenience stores to laundry facilities. It's no doubt that travelers spend an estimated \$100 billion every year.

Over 65 million adults travel America's interstate system each year. This mobile audience is comprised of experienced travelers, family vacationers, business travelers and professional drivers. What better way to reach this diverse market than with Interstate Media's Brite-Lites.

Brighten your Advertising Message

Bring your advertising message to life with four color, magazine quality graphics strategically placed throughout key areas of America's travel centers. Brite-Lites enhance your message to achieve a near three dimensional effect and command a strong impression and recall.

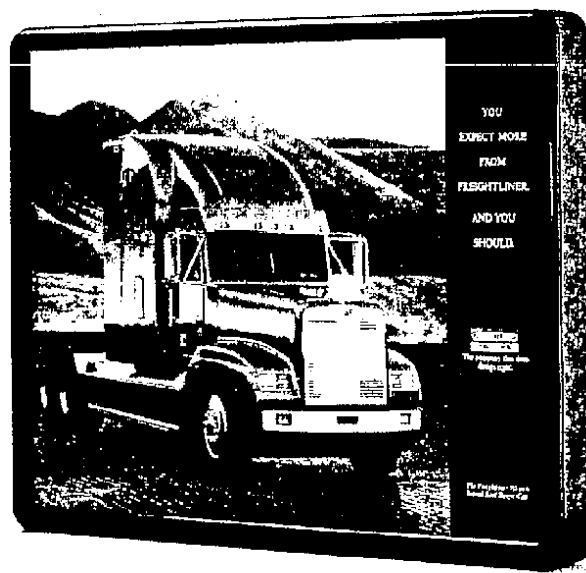
Brite-Lites utilize the latest lighting technology to achieve high resolution with the thinnest frame available. They come in two formats, each created to give maximum impact for every square inch of its brightly lighted advertising message... 24"x 30" Vertical & 30"x 24" Horizontal.

Product exclusivity is guaranteed with Brite-Lites. When your advertising message is glowing brightly in a Brite-Lite frame, you can rest assured a competitor's ad message will not be shown in another Brite-Lite frame in the same travel center.

3M - Innovative Solutions Through Out-of-Home Communications

With coverage in more than 900 travel centers across the U.S. and Canada, 3M is the leading supplier of travel center advertising in North America. 3M's vast network allows advertisers to customize their media plan by city, state, interstate or nationwide. 3M also offers advertising opportunities through outdoor, mall and in-store advertising.

For more information on how Brite-Lites can brighten your advertising message, contact your Interstate Media representative at (800) 835-3665.



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Brite-Lites

Interstate Media
National Advertising Company

6850 South Harlem Avenue
Bedford Park, IL 60501
(800) 835-3665

Printed on 50% recycled
waste paper, including 10%
post-consumer waste paper.
© 3M 1994 Printed in U.S.A.

3M Media

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

A.J. Indoor

**Contact: Tony Jacobson; Vice President
(800) 288-1301**

Description: Restroom advertising.

Distribution: Primarily in Minneapolis/St. Paul; also in St. Cloud, Mankato, Rochester, Fargo, Duluth, Dallas, Denver, Seattle, Kansas City and Des Moines.

Size: Three sizes available:

8.5" x 11"

17" x 11"

17" x 22"

Cost:

Cost per ad face, per month

<u>Size</u>	<u>1-2 months</u>	<u>3+ months</u>
8.5" x 11"	\$ 75	\$ 65
17" x 11"	\$120	\$100
17" x 22"	\$200	\$180

- costs before frequency discount

Reach/Awareness:

- Averages 22,000 impressions per month for each location
- 62% recall rate of products, services advertised
- Viewers exposed to message an average of 2 minutes or more

Audience Appeal:

- Target men and women exclusively
- Median age is 39, median income is \$42,000

2060194715

SPECIFICATIONS

AJ Indoor
A National Indoor Advertising Corporation

17" x 22"



Let your tongue
hang out... Be cool!

Red Dog Beer.

AJ Indoor, ♦ (612) 931-0115
A National Indoor Advertising Corporation

The Best of
Both Worlds.

Mercedes-Benz in BMW's
At Sears, the choice is yours.


BMW Mercedes-Benz BMW dealership
the Time Cuts Explains the best of both worlds.
Couple the 91 Mercedes-Benz and BMW
models, and pick up your personal urban
Imported Autos.




Sears
Imported Autos

AJ Indoor, ♦ (612) 931-0115
A National Indoor Advertising Corporation

If your customers
have kidneys,
your ads
belong here.



ITEN CHEVROLET



1-694 & BROOKLYN BLVD • 561-9220

AJ Indoor, ♦ (612) 931-0115
A National Indoor Advertising Corporation

8 1/2" x 11"




AJ Indoor, ♦ (612) 931-0115
A National Indoor Advertising Corporation




17" x 11"

AJ Indoor, ♦ (612) 931-0115
A National Indoor Advertising Corporation

Mechanical Information

All ad faces standard sizes

(Size)	(width)	(height)
Single	8.5"	11.0"
Double	17.0"	11.0"
Poster	17.0"	22.0"

• See rate card for art requirements

AJ Indoor Advertising, Inc.: 1995 Rate and Marketing Information

2060194716

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Graffiti - Indoor Advertising Inc.
Contact: Lars Fredricksen; Director of Sales
(615) 327-8115

Description: Indoor advertising in restrooms, elevators and lobbies.

Distribution: Nashville restaurants and bars.

Size/Specifications:

- Ads measure exactly 8 1/2"W x 11"L
- Ads must have a 1/4" border of free space around the edges
- Copy minimized to 6 lines or less

Costs:

<u>Number of Ads</u>	<u>Per Ad</u> <u>Per Month</u>
10-25	\$35
51-100	\$25
201-up	\$15

- 10% discount for 6 month buy
- 20% discount for 12 month buy
- Bonus: 10% discount for advance payment in full

Awareness:

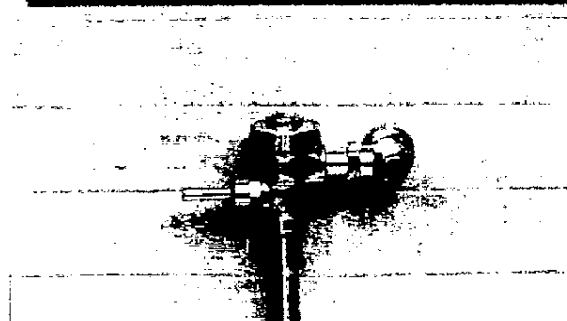
- Within the non-traditional advertising category, restroom advertising received the highest unprompted awareness at 39%
- When prompted, another 40% stated they remembered seeing restroom advertising

Audience Appeal: Ages 21-54

2060194717

Graffiti

Indoor
Advertising,
Inc.



- High visibility in heavy traffic locations
- An effective and inexpensive advertising medium
- Choice of locations so you can target a specific market
- RESULTS! We average an 89% renewal rate

Showing in Nashville's Finest Restrooms.

2060194718

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

StallTactics Inc.

**Contact: Patricia M. Mueller; Vice President - Operations
800-STALLME**

Description: Indoor advertising in restrooms.

Distribution: Restaurants in Milwaukee and Tampa. Strategically placed to fit clients needs in the busiest establishments.

Size: Ad copies provided by the client must measure 8 1/2" x 11" and live work area must measure 7 7/8" x 10 1/4".

Cost:

<u>Number of Ads</u>	<u>Cost Per Ad Per Month</u>		
	<u>3 Months</u>	<u>6 Months</u>	<u>12 Months</u>
5-24	\$34.00	\$29.00	\$26.00
25-99	\$29.00	\$24.00	\$21.00
100-199	\$24.00	\$19.00	\$16.00
200+	\$19.00	\$14.00	\$11.00

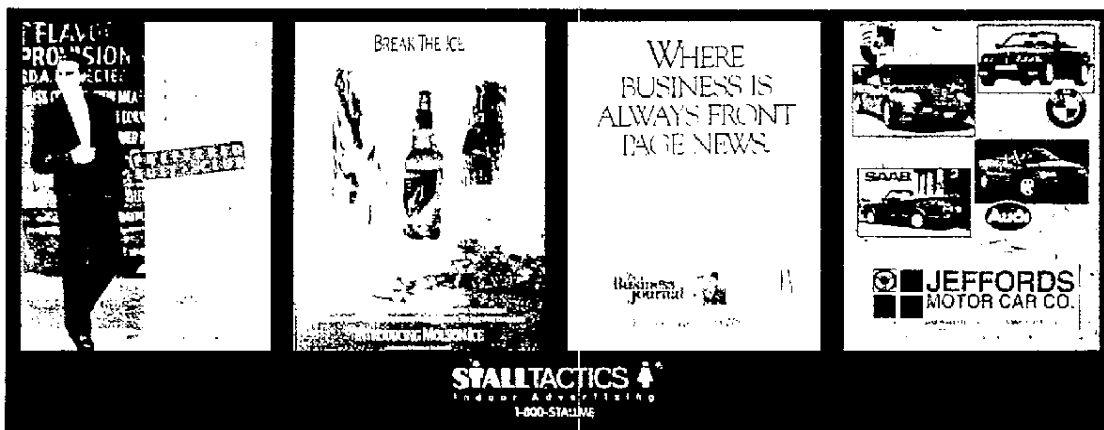
- Rates include initial ad production and printing
- Production costs for ad layout run \$55.00 per hour

Awareness:

- 88% awareness level of restroom billboards
 - 73% recall of one or more advertisement
- (Source: 1992 Independent survey by StallTactics)

Audience Appeal: Adults 25-45; blue collar.

2060194719



STALL TACTICS® is the nation's innovator of indoor billboard advertising. STALL TACTICS indoor billboards are prominently featured in popular, upscale bars, restaurants, nightclubs, sports bars and major sports venues. STALL TACTICS indoor billboards are attractive aluminum and Plexiglas frames featuring matted, full color, high style ads. STALL TACTICS transforms formerly unused space into an exciting, new advertising and promotion format guaranteed to CAPTIVATE consumers' attention with "in your face" enticements. STALL TACTICS indoor billboards reach consumers committed to an active lifestyle which other media miss!

Only STALL TACTICS offers:

Guaranteed Readership - Place your ads at eye level to receive unavoidable attention!

Targeted Delivery - Select ONLY locations that reach your best prospects!

Category Exclusivity - Lock out your competition from your selected locations!

"Clutter Free" Environment - Achieve greater ad recall and sales . . . just four ads per billboard!

Promotional Flexibility - Ads can be quickly changed. Promotions easily updated!

Full Color - Get the "POP" of four color ads at no additional cost. Beats black & white every time!

Advertisers Agree . . . Stall Tactics Indoor Advertising Works!

"STALL TACTICS has proven to be an efficient and innovative marketing tool to reach customers. Awareness and increased sales of our monthly pay-per-view features have resulted from our STALL TACTICS ads. The flexibility to change our message monthly, at a low cost, along with the fact that STALL TACTICS indoor billboards can't be avoided sold me!"

Tammy Gilbert, Marketing Manager, Warner Cable

"STALL TACTICS indoor billboards are a perfectly acceptable media and a great alternative in our current advertising mix."

Kim Carpenter, Director of Marketing/Circulation, The Business Journal

"STALL TACTICS is a cost effective medium that puts our message in front of the upscale buyers we need."

Mike Baker, General Manager, Acura of Brookfield

2060194720

STALLTACTICS 
INC.

1-800-STALL ME

© Stall Tactics is a registered service mark of Stall Tactics, Inc.

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

City Metro Enterprises
(800) 272-7324

Description: Postering on construction locations and any downtown, ethnic and suburban locations. Also distributes flyers, brochures and handouts.

Distribution: All major and secondary markets in the U.S.

Size: Accepts most poster sizes.

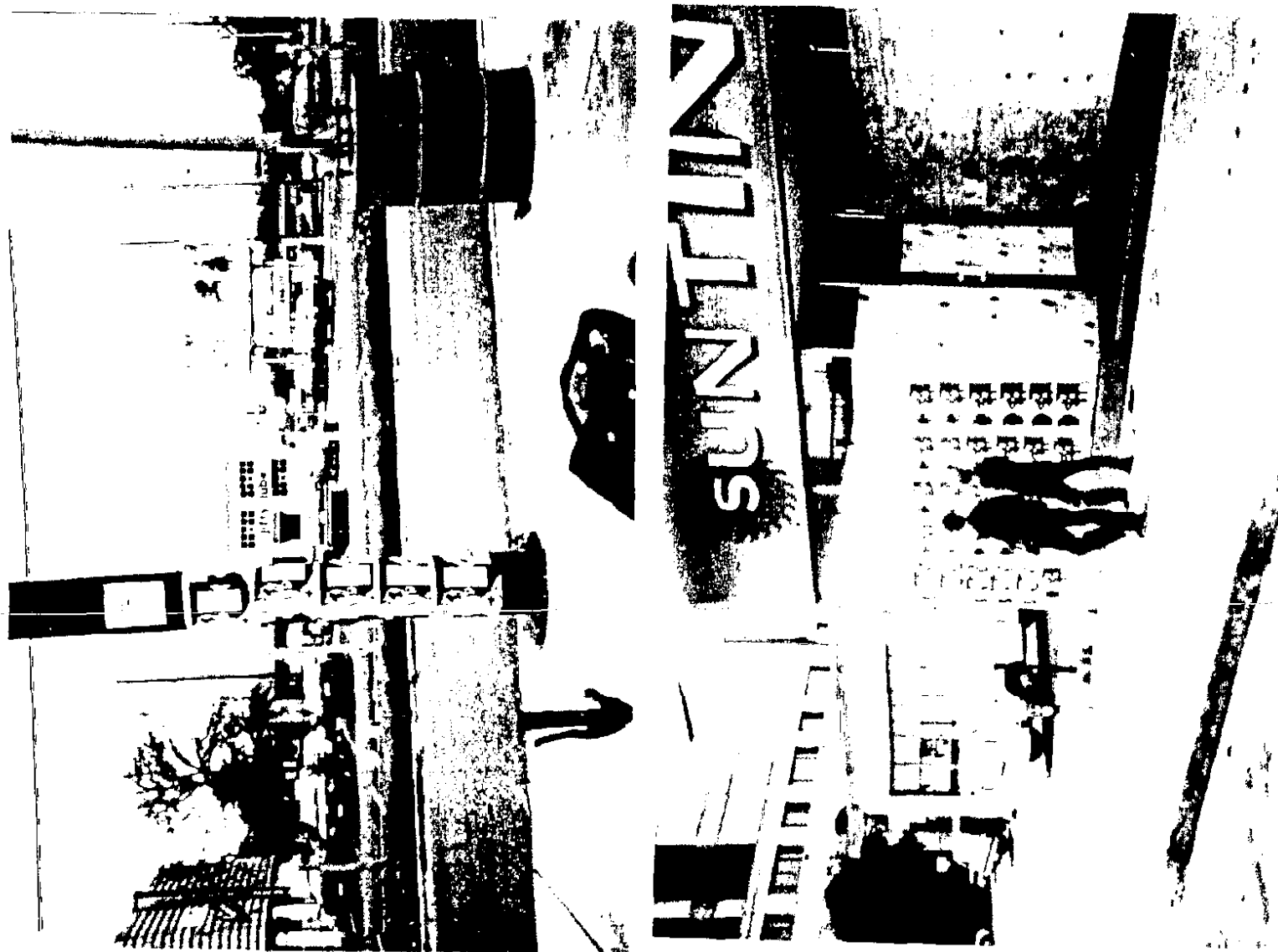
Cost: \$1,000 for 1,000 posters. Distribution is maintained for one month.

Reach: Dependent on locations requested.

Audience Appeal: Dependent on locations requested.

2060194721

2060194722



PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Ace in the Hole Chicago, Inc.
Contact: Dee Porter
(708) 416-6325

Description: Ads in golf holes.

Distribution: Network of golf courses throughout surrounding Chicago suburbs.

Size: Circumference of average-size putting hole.

Costs:

12 months

1 hole	\$495
9 holes	\$3,375
18 holes	\$6,300

Tournament

1 hole	\$65
9 holes	\$360
18 holes	\$540

includes production

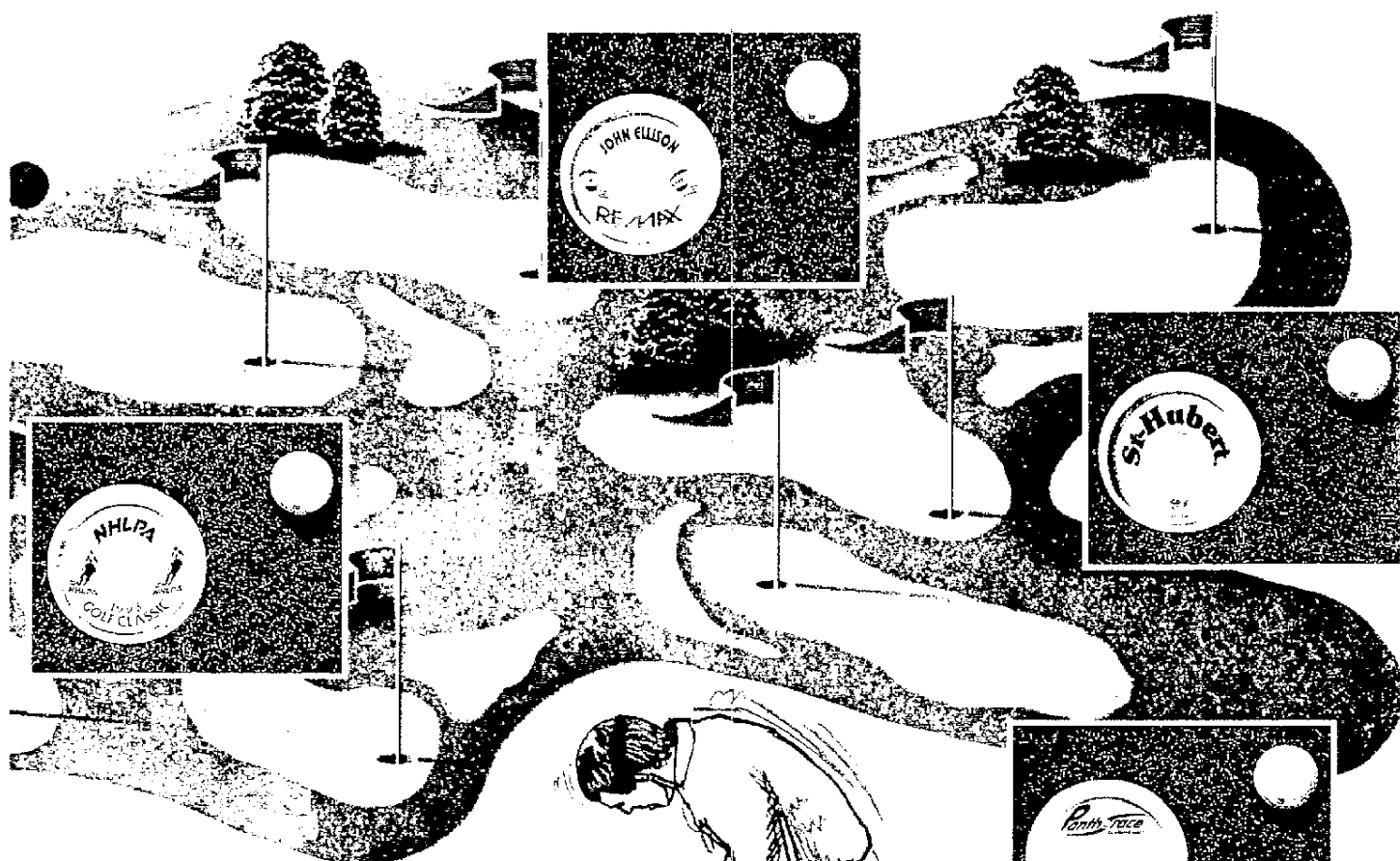
Reach/Interesting Facts:

- Over 800 consumers will reach/touch advertisement
- Approximately 91% of golfers remembered promotion done through "Ad-In-the-Hole"
- There are 24.8 million consumer/golfers in the U.S.
- There were 505.4 million rounds of golf played in 1993. (U.S.)

Audience Appeal:

- 70% of all golfers/consumers are between the ages of 18-49
- 64.6% of all golfers/consumers are between the ages of 28-49
- 33.6% of golfers/consumers are women
- 72% of all golfing households earn at least \$30,000 per year

2060194723



Just Think . . . Now and Your Consumer, Alone on the Green

Ad-In-The-Hole becomes visible a full five feet from the cup for a six foot player. This is the way to impact the entire golf market with 100% reach and frequency. The majority of golfers are high disposable income consumers – a very defined and desirable target market. They are in a relaxed, recreational environment with the next green (and your product) consuming their attention. Your advertising reaches a captive audi-

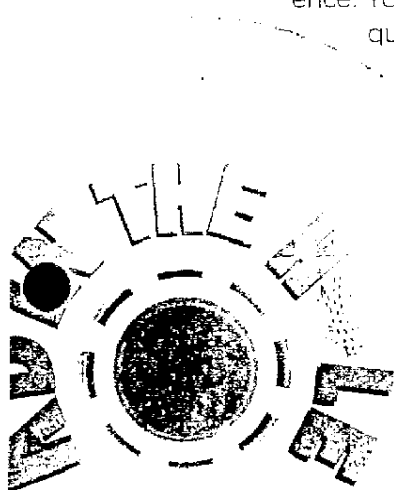
ence. You select the location, frequency and consumer. That

is why **Ad-In-The-Hole** has proven so successful throughout the world.

No other advertising delivers so much for so little!

Study the Facts:

- There are 24.8 million golfers/consumers in the U.S.A.
- 70% of all golfers/consumers are between the ages of 18 - 49
- Studies show 91% of golfers were able to recall which ad was promoted with **Ad-In-The-Hole**
- Over forty Fortune 500 Firms are currently participating worldwide
- There were 505.4 million rounds of golf played in the United States in 1993
- 72% of all golfing households earn in excess of \$30,000 per year
- The average cost per impression with **Ad-In-The-Hole** is less than .01¢
- Farmer's Almanac has **Ad-In-The-Hole** as one of the top eighteen inventions of the last two centuries



2060194724

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Sky Sites - Airport Dioramas

Contact: Denise Tenore; Account Executive
(212) 972-0600

Description: Backlit posters, baggage carts, exhibition/promotional space in US airports.

Distribution: New York's Kennedy Airport and Honolulu International Airport

Size: Standard diorama size is 43"H x 62"W. Dioramas can come in three variations: Carousel (rotating 3 faced unit), Wall (single-faced) and Island (single-faced, most common in baggage areas). Also available are interior and exterior 3'x10' and 4'x10' spectaculars which are larger light-boxes located in the airport's busiest areas. Exhibition/promotional space, information dispensers available.

Cost: Long term booking discounts are available. Spectaculars sites must be bought for a minimum of 12 months at a monthly rate per face of \$2,850.

43"x62" dioramas

1-20 units	\$1,550
21-30 units	\$1,200
31+units	\$ 950

3'x10' spectacular	\$2,850
4'x10' spectacular	\$3,800
Exhibition/promotional space	\$8,500

Frequency: Due to the strategic placement and large size of the spectaculars, they tend to get better frequency than the dioramas.

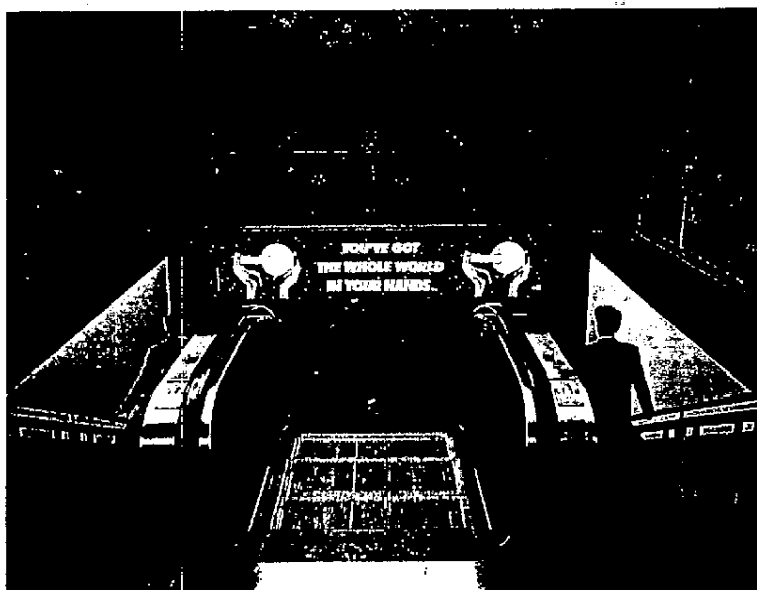
Audience Appeal: Frequent traveler, pleasure traveler, more male than female travelers (approximately 60/40%).

2060194725

INTERIOR SPECTACULARS

Spectacular sites are larger light-boxes placed in the airport's busiest areas where the quality of the location and the size of the audience provide premium value. Sites are bought for a minimum of 12 months. Sizes vary upon location.

Wall Mounted Spectacular
Stair/Escalator Header
Designed and built as integral
part of airport architecture.



Free Standing Spectacular



Island Spectacular



Wall Mounted Spectacular



2060194726

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Sky Sites - Airport Dioramas

Contact: Denise Tenore; Account Executive
(212) 972-0600

Description: Backlit posters, baggage carts, exhibition/promotional space in US airports.

Distribution: New York's Kennedy Airport and Honolulu International Airport

Size: Standard diorama size is 43"H x 62"W. Dioramas can come in three variations: Carousel (rotating 3 faced unit), Wall (single-faced) and Island (single-faced, most common in baggage areas). Also available are interior and exterior 3'x10' and 4'x10' spectaculars which are larger light-boxes located in the airport's busiest areas. Exhibition/promotional space, information dispensers available.

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4'x10' spectacular	\$3,800
Exhibition/promotional space	\$8,500

Frequency: Due to the strategic placement and large size of the spectaculars, they tend to get better frequency than the dioramas.

Audience Appeal: Frequent traveler, pleasure traveler, more male than female travelers (approximately 60/40%).

2060194725

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Max Racks - Postcard Advertising
Contact: Deena Greenberg; Advertising Sales
(212) 873-4200

Description: Racks of postcards, which are free to customers, placed in restaurants, bars and stores.

Distribution: Restaurant and mall locations:

Atlanta	Boston
Chicago	Dallas
New York	Los Angeles
San Francisco	Southern Florida
Washington D.C.	Seattle

Size: Standard 4" x 6" postcard size.

Costs:

<u>Price/Location</u>	<u># Locations</u>	<u>% Discount</u>
\$2,600	1-11	----
\$2,314	60-71	11%
\$2,000	120 and up	23%

Frequency/Statistics:

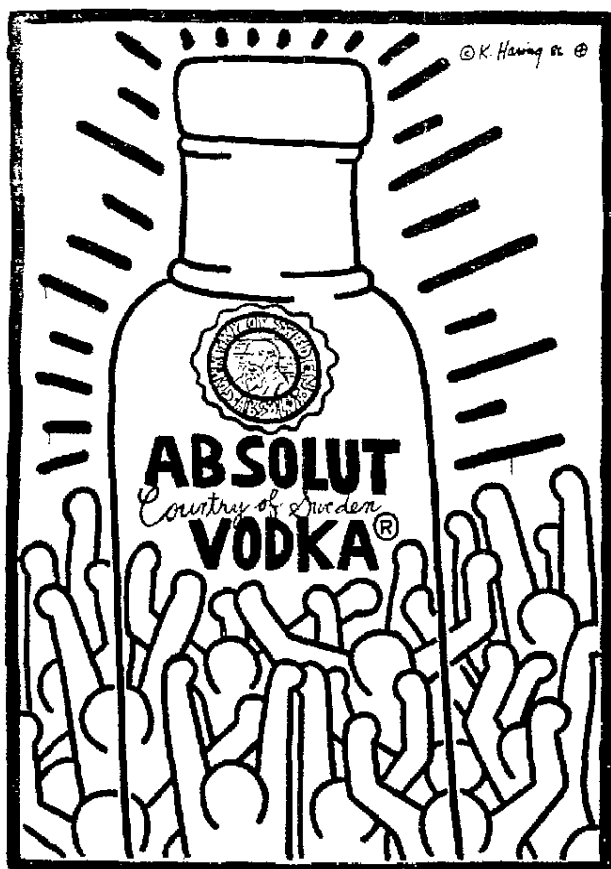
- 35% of postcard takers do so 3-4 times per month. 13 cards per month
- 45% have been influenced to buy a product they saw advertised on a postcard at least once
- 46% of all postcard takers send cards through the mail to friends and family
- 40% of postcard takers take them and keep them for themselves
- 10% of postcard takers give the cards to friends and family

Audience Appeal:

Male Profile: appreciates leisure time (movies, theater, gyms), up on current fashion trends, appearance and style conscious, physically fit, cultured (fine dining) and well informed (reads magazines and newspapers).

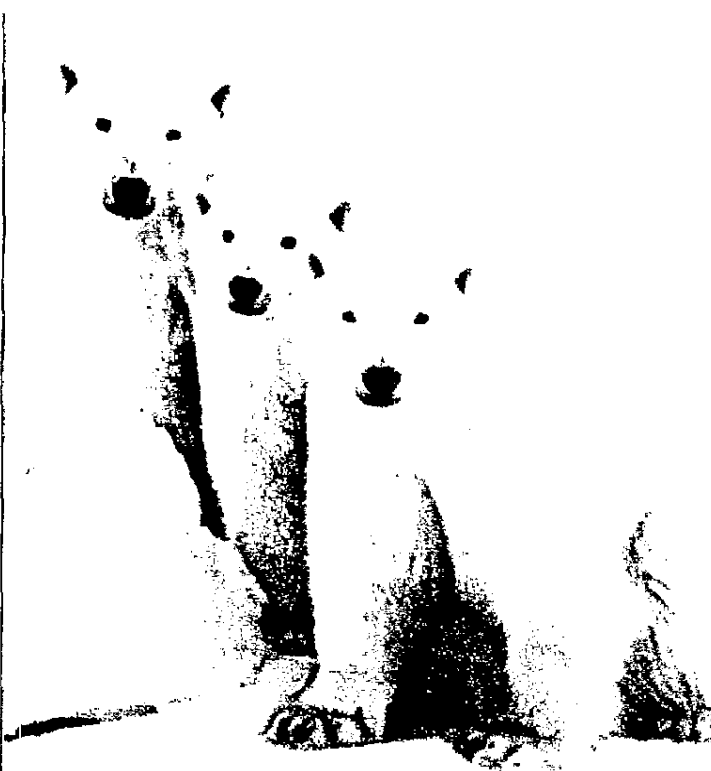
Female Profile: career driven (79% work), fashionable and up on current trends, considerable disposable income, enjoys leisure (movies, theater, gyms), cultured and well informed.

2060194728



ABSOLUT HARING.

ABSOLUT VODKA, PRODUCT OF SWEDEN 40 AND 50% ALC/VOL (80 AND 100 PROOF), 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V & S VIN & SPRIT AB. ©1986 V & S VIN & SPRIT AB. IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY. ©1986 THE ESTATE OF KEITH HARING. ABSOLUT HARING LIMITED EDITION POSTERS 12" X 25" AVAILABLE FOR \$15. TO ORDER, CALL 1-800-525-1502.



Seriously, what do you *really* think we drink?



The richest coffee in the world.®



Calvin Klein Jeans

2060194729

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Ticketmaster

**Contact: Donna Grissom; Sponsorship and Media Dpt.
(213) 381-2000**

Description: Ads on the back of tickets and on ticket envelopes.

Distribution: Sold by market and time period, not by event. Annual ticket distribution in excess of 127,000,000 tickets. Over 2,700 retailers throughout U.S. operate as Ticketmaster ticket centers including major chains such as Robinson's, May Company, Blockbuster Music, Dayton Hudson Corporation, PA Bergner, Marshall's, Tower Records, Tom Thumb, Randall's, Publix.

In addition, 15 domestic telephone centers receive approximately 46 million incoming calls per year and mail approximately 9 million envelopes.

Size: Standard ticket size ads, which are placed on ticket backs and ticket envelopes. Direct mail pieces, gift certificates and entertainment guides can be developed by client specifications.

Cost: Must inquire.

Reach/Interesting Facts:

- Ticket backs - 1 million tickets translates into 3 million impressions
Coupon redemption has been qualified at between 3 and 6%
- Ticket envelopes - Coupon redemption is approximately 3-6%

Audience Appeal: Adults 18-65: "event-goers."

2060194730

TICKETMASTER

NAME:

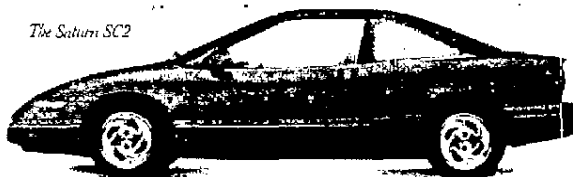
EVENT:

104
KRBE

WIRE INTO TODAY'S MUSIC

ARD	G.A.	GEN ADM	ADULT	ECARD
0.00	GEN ADM		0.00	1x
FAIRS FESTIVALS EXHIBITS CN 27370				
G.A.		U2		G.A.
CA 1x	BASEBALL BASKETBALL NFL			CAS60DEN
GEN ADM	ELTON JOHN			GEN
DEMBO2A	LUCIANO PAVAROTTI			A 0.00
21MAY93	CIRQUE DU SOLEIL			ADM

The Saturn SC2



A DIFFERENT KIND of COMPANY. A DIFFERENT KIND of CAR.
To know more about Saturn, and our new sedans, coupes and wagons, please call us at 1-800-522-5000.

M-6582385

M-6582385



SAATCHI & SAATCHI
ADVERTISING AGENCY
1000 AVENUE OF THE STARS
SUITE 1000
COSTA MESA, CA 92626
TEL: (714) 440-1000
FAX: (714) 440-1001
SAATCHI & SAATCHI
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SUITE 1000
COSTA MESA, CA 92626
TEL: (714) 440-1000
FAX: (714) 440-1001

2060194731

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Ticket Jackets via Lifestyle Change

Contact: Bob Royak
(404) 984-1100

Description: Advertising panels on Ticket Jackets for America West Airlines/Amtrak Railroad and Greyhound Bus

Distribution: National
America West - 12 million annually - 3 Million quarterly
Amtrak - 12 million annually - 6 million every 6 months
Greyhound - 14 million annually - 7 million every 6 months

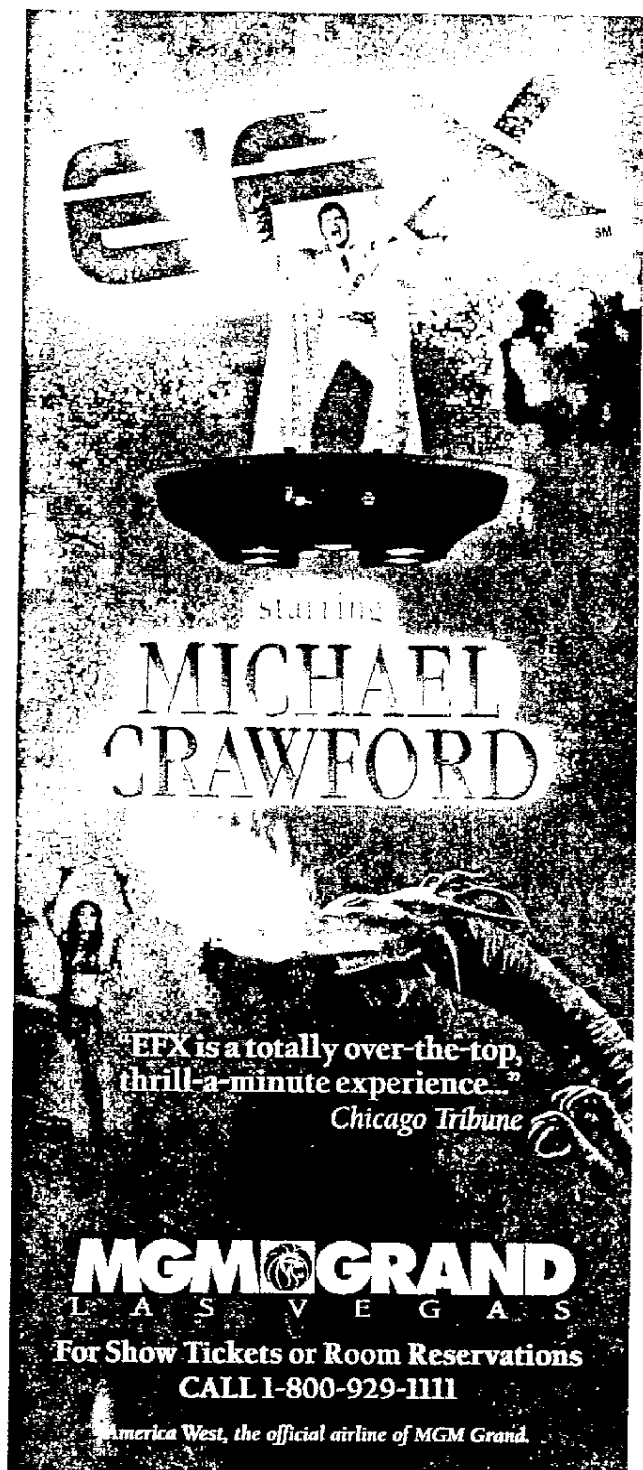
Size: Various;
Largest size is back panel (9" x 4")

Cost:* America West \$54,00 - \$114,000 pending on panel
Amtrak \$75,00-\$105,000 depending on panel used
Greyhound \$50,000

Audience: Reach millions of business and leisure class travelers. Passengers must refer to the ticket jackets periodically to check itinerary information.

*Rate Card

2060194732



EFX

starring
MICHAEL CRAWFORD

"EFX is a totally over-the-top, thrill-a-minute experience..."
Chicago Tribune

MGM GRAND
LAS VEGAS

For Show Tickets or Room Reservations
CALL 1-800-929-1111

America West, the official airline of MGM Grand.

America West Airlines



Nancy Lyon, Flight Attendant, Employee of the Month, Feb. '94.

IT SEEMS SILLY TO PAY MORE™



Official Airline of Super Bowl™ XXX
January 28, 1996
and the NFL Experience™
January 19-21, 25-28, 1996
ASU Sun Devil Stadium, Tempe, AZ.

Flight	Gate	Destination	Seat(s)	Documents Checked Validation Box
Flight	Gate	Destination	Seat(s)	
Flight	Gate	Destination	Seat(s)	



Please cancel your reservations if there is a change in your travel plans. Failure to cancel a confirmed booking will result in automatic cancellation of your entire itinerary. For reservations and information see your Professional Travel Agent or call America West Airlines at 1-800-2 FLY AWA (1-800-235-9292).

2060194733

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

PPF Financial Services, Inc. - ATM receipts
Contact: Peter Ladd; National Accounts Manager
(206) 672-0400

Description: Advertising on the back of ATM receipts (primarily coupons).

Distribution: Top 20 markets, depending on ATM locations of participating banks.

Size: Full or half receipt sizes. Receipts are approximately 2" x 6".

Cost:

	Per 1,000 Transactions		
	Standard Rate	90 Days w/ 30 Day Ad Change	90 Day Ad Run
Full Receipt Ad (4C non-bleed)	\$24	\$22	\$20
1/2 Receipt Ad (4C non-bleed)	\$12	\$11	\$10

Frequency:

- An average ATM user accesses a machine 6.6 times per month
- Each ATM averages 6.030 transactions per month, 201 per day

Audience Appeal:

- Largest percent of ATM users are 18 - 49 years of age, income exceeding \$40,000 a year
- 149 million Americans 18+ have ATM cards

2060194734

2

SUBWAY
FOOTLONGSAt participating stores
Clip coupon here**FOR \$5.99**
Expires 2/29/96

Retain this portion of ATM receipt for your records.



One coupon per customer.
Not valid with any other offers.
Good at participating Subway stores in Western WA.

Retain this portion of ATM receipt for your records.

Clip coupon here

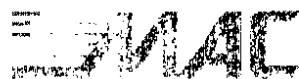
2

SUBWAY
BREAKFAST SANDWICHES

Breakfast served until 11am

FOR \$2
At participating stores
Expires 2/29/96

All transactions are subject to proof and verification.
Member FDIC

**3 Piece Meal****\$3.99**
Plus Tax

OFFER EXPIRES: 2/29/96

Clip Coupon Here

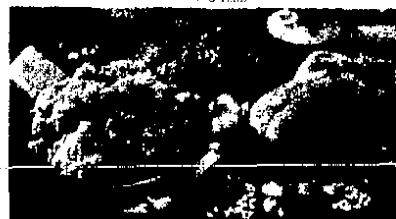
Retain This Portion of ATM Receipt For Your Records

3 Piece Meal

- Wing, Leg & Thigh
- Individual Mashed Potatoes with Gravy
- Individual Cole Slaw
- 1 Biscuit

\$3.99
Plus Tax

Coupon good for Original Recipe® or Extra Tasty Crispy™ chicken.
Additional charge for breast piece substitution. Good only at participating KFC® restaurants. Limit one coupon per person, per visit.
OFFER EXPIRES: February 29, 1996.
©KFC 1995

**10 Piece Meal**

- 10 Pieces of Chicken
- Large Mashed Potatoes with Gravy
- Large Cole Slaw
- 4 Biscuits

\$12.99
Plus Tax

Coupon good for Original Recipe® or Extra Tasty Crispy™ chicken. Includes white-risk pieces. Additional charge for white piece substitution. Good only at participating KFC® restaurants. Limit one coupon per person, per visit.
OFFER EXPIRES: February 29, 1996.
©KFC 1995



Retain This Portion of ATM Receipt For Your Records

Clip Coupon Here

**10 Piece Meal****\$12.99**
Plus Tax

OFFER EXPIRES: 2/29/96

Date Time Machine

NationsBank 24 Hour Banking #

Serial # Transaction Type Amount

NationsBank®

Transactions are subject to verification and the bank's rules and regulations. Transactions for deposit to another bank will be verified upon receipt by that bank and posted only after verification.

Items deposited are credited to your account.
Subject to final collection.

9821610902

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

PromoCup, Inc.
Contact: Marc Friedman; President
(800) 399-CUPS

Description: Advertising on paper coffee cups.

Distribution: Distributed to restaurants, delis. coffee shops and street vendors in the Northeast region at a cost less than plain paper cups

Size: Regular 10 ounce coffee cup.

Cost:

<u># Cups</u>	<u>Cost per 1,000 cups</u>
250,000 - 999,999	\$32
1,000,000 - 1,999,999	\$28
2,000,000+	\$24

- Plus \$3,290 for 3 color production

Reach:

- All cups produced will be sold
- Weekly delivery will be verified store by store
- One advertiser per store

Frequency/Interesting Facts:

- 47% of all Americans drink coffee, an average of 3.5 cups daily
- 100% of coffee drinkers look at their cup before drinking
- Estimated that 7 people will see each cup while being carried and consumed

Audience Appeal: Business people and "on the go" coffee consumers.

2060194736

COFFEE AND A BOUQUET?

1-800-Flowers covers Manhattan in cups

By Beth Negus

1-800-Flowers is hoping a new promotion for Secretaries' Week will generate more than a cupful of orders in Manhattan.

Over a million paper coffee cups bearing the 1-800-Flowers logo were distributed throughout New York City from April 10 through today, the beginning of Secretaries' Week, said Katherine Legatos, marketing associate.

The cups — bearing the slogan "Receive 10 percent off any Secretaries' Week purchase (of \$29.99 or more) when you mention this cup" — are being distributed in coffee shops, delis and via street vendors in midtown Manhattan, the Wall Street area and near the company's retail store at 22nd St. and Second Ave.

Distribution of the cups is being handled by a New York-based agency called Promocup.

"Promocup has the capacity to distribute the cups all over the Northeast, but Secretaries' Week in Manhattan seemed like the perfect test," said Legatos. "This is a great advertising medium."

She said the company hadn't made any projections on the results of the test, but would expand the program to other areas next year if it is a success. Response will be tracked by the number of calls received by telemarketing representatives, who will ask customers where they heard about the service.

In the week leading up to Secretaries' Week, 1-800-Flowers receives about 200,000 calls, as well as 50,000 calls on April 26, which is Professional Secretaries' Day. The average order is \$30 to \$35.

In comparison, 1-800-Flowers receives 500,000 calls during the Valentine's Day period, the company's second biggest holiday after Mother's Day.



PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Action Media Associates, Inc. - Golfscore
Potter Crolius, Vice President
(203) 221-0811

Description: Advertising on golf score cards.

Distribution: Golfscore has networks throughout the U.S. and Canada, each with 30 to 35 courses. Cards are given free to golf facility.

Size:

- Standard card size is 12" x 6"
- Full page ads: 6" x 4"
- 1/2 page ads: 3" x 4"
- 1/3 page ads: 2" x 4"

Cost:

- Full page: \$19.720
- 1/2 page: \$13.800
- 1/3 page \$11.390
- Cards are supplied for a full season

Frequency: 30,000 rounds are played on an average course each year, with the typical golfer reviewing the card at least 18 times.

Audience Appeal: Educated, affluent, business people, avid golfers.

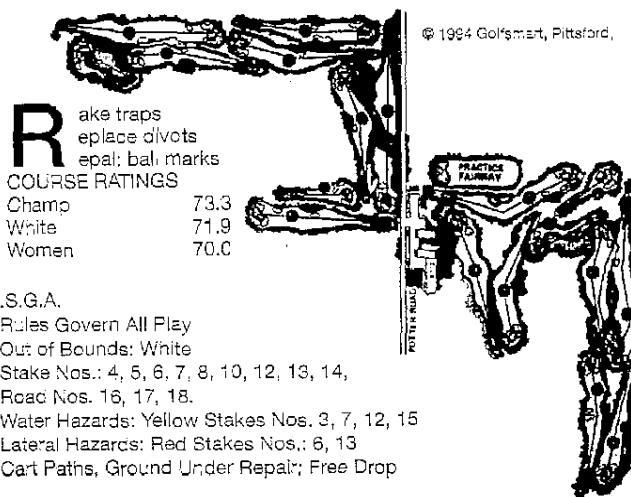
2060194738

[illegible]

What Kinds Of People Wear Our Clothes?

Male Ureter
Three Time U.S. Open
Champion

Hale Irwin
Three Time U.S. Open
Champion



2060194733

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

FrontCover

Pat Grady, Grady & Associates

(708) 446-1697

Description: Advertising on *Wall Street Journal* "delivery bags." High quality plastic sleeve which contains and protects *WSJ* for outdoor, home-subscriber delivery. Each bag contains an ad on either side of the bag. The *WSJ* banner is visible through the clear portion of the sleeve.

Distribution: *WSJ* subscribers across the nation receive the newspaper in the bag.

Size:

- One sided ad is 8 1/4" x 9 1/2"
- Vertical spread is 8 1/4" x 17"

Cost:

<u>Ad Size</u>	<u>Cost Per Day</u>
1 side	\$59,000
2 sides (same ad)	\$70,000
2 sides (different ads)	\$75,000
Vertical spread	Add 5% to the appropriate rate above

- Black & white ads less 5%
- Frequency discounts available

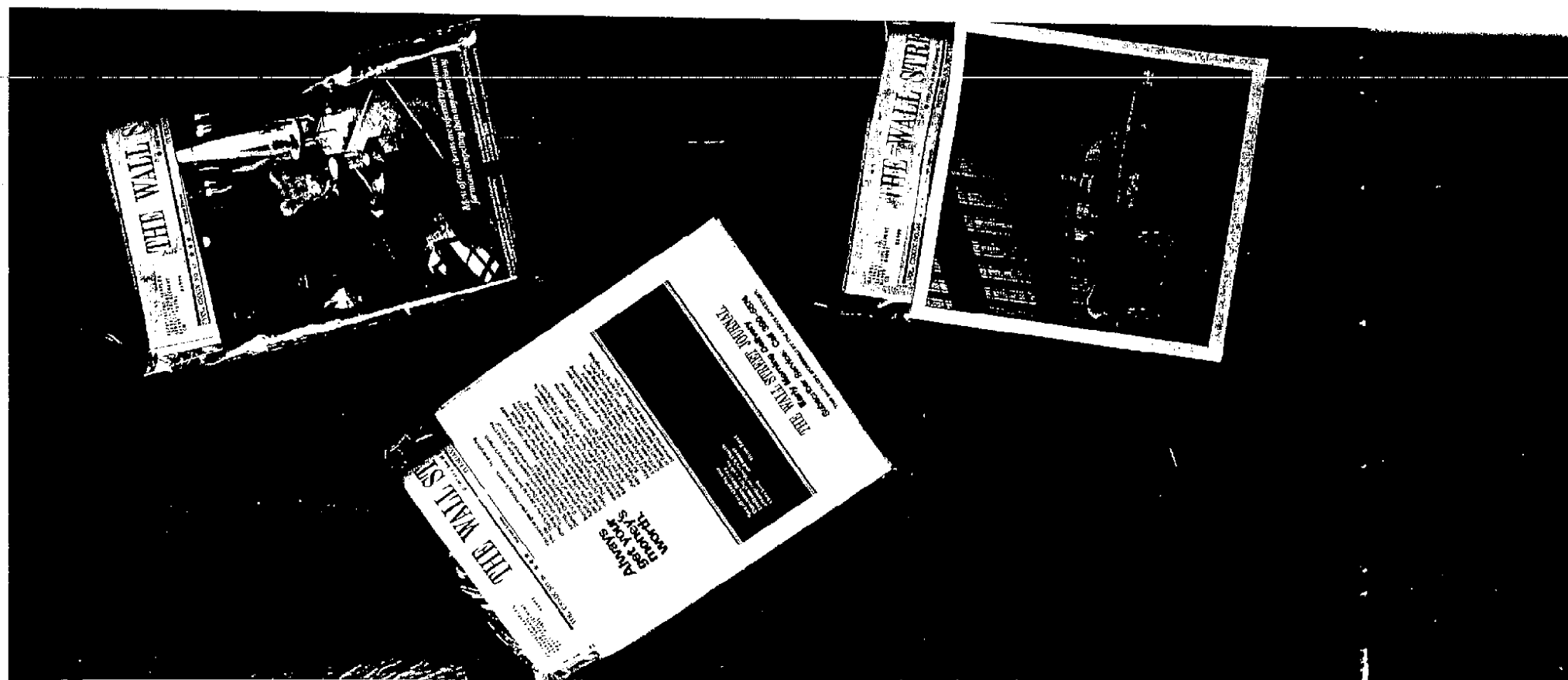
Reach/Awareness:

- Distributed to 500,000 *WSJ* subscribers
- 70.1% of subscribers noticed the FrontCover advertising

Audience Appeal: Educated and affluent Americans.

2060194740

2060194741



PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

PROJECTION MEDIA

Contact: Chris Carr (212) 297-6400

Description: Video and/or slide projection in grand scale on unconventional surfaces and locations.

Distribution: Various Markets

Size: Sides of Buildings
Street/Sidewalk surfaces
Billboards

Cost: \$36,500/Night for Market Ready Locations
\$50,500/Night for Custom Locations

Costs Negotiable based on # of Nights and/or # of Locations

Audience: Mass appeal - similar to OOH

Video Available in PM Media Department
(See Gary Capreol)

2060194742

PHILIP MORRIS NEW MEDIA DAY INFORMATION SHEET

Innovative Displays, Inc. - Pay phone graphics
Contact: Ted Heyman; President
(516) 333-8000

Description: Advertising on public pay phone enclosures.

Distribution: 400 units in New York (tobacco in Nassau/Suffolk only). Installing Miami in March 1996. Hopes to expand.

Size: Three sizes:

- Flush bracket 8 1/4" x 23 3/4"
- Double bracket 22 1/2" x 24 1/2"
- 45° bracket 9 1/4" x 24 3/4"

Cost:

Cost per standard phone display (Nassau/Suffolk only)

<u># panels</u>	<u>1 month</u>	<u>6 months</u>	<u>12 months</u>
1-199	\$105	\$95	\$90
200-399	\$ 95	\$85	\$80
400-599	\$ 85	\$75	\$71

Reach: Can target customers by zip code.

Audience Appeal: Pedestrians, business people.

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